## WHAT IS CLAIMED

 In a liquid crystal projector provided with a cooling fan,

the liquid crystal projector comprising:

a temperature sensor for detecting the internal temperature of the liquid crystal projector;

an air pressure sensor for detecting outside air pressure; and

- a control device for controlling the number of revolutions of the cooling fan on the basis of the temperature detected by the temperature sensor and the outside air pressure detected by the air pressure sensor.
- The liquid crystal projector according to claim 1, wherein

the control device comprises

a driving circuit of the cooling fan,

storage means for storing a control table representing the relationship between the temperature detected by the temperature sensor and the value of a control voltage for the driving circuit of the cooling fan for each of a plurality of classes into which the outside air pressure is divided, and

means for determining the value of the control voltage for the driving circuit of the cooling fan on the basis of the control table corresponding to the class to which the outside air pressure detected by the air pressure sensor belongs and the temperature detected by the temperature sensor and outputting a voltage signal corresponding to the determined control voltage value to the driving circuit of the cooling fan.

 The liquid crystal projector according to claim 1, wherein

the control device comprises

- a driving circuit of the cooling fan,
- a storage device for storing a control table representing the relationship between the temperature detected by the temperature sensor and the value of a control voltage for the driving circuit of the cooling fan for each of a plurality of classes into which the outside air pressure is divided, and
- a circuit for determining the value of the control voltage for the driving circuit of the cooling fan on the basis of the control table corresponding to the class to which the outside air pressure detected by the air pressure sensor belongs and the temperature detected by the temperature sensor and outputting a voltage signal corresponding to the determined control voltage value to the driving circuit of the cooling fan.